

**Summary Of Activities  
in Room Nights**

	Turned Definite				Turned Tentative			Turned Lost		
	FY10		FY09		FY10	FY09	FY08	FY10	FY09	FY08
	Rm Nts	# Groups	Rm Nts	# Groups	Room Nights			Room Nights		
October	1,831	5	0	0	290	608	3,134	420	1,425	822
November			356	2		2,107	3,301		2,081	1,687
December			2,874	2		3,230	2,081		555	661
January			312	1		7,288	11,204		9,316	3,880
February			452	4		12,884	3,995		5,403	2,431
March			1,874	6		5,236	8,048		2,867	4,113
April			1,470	9		3,361	9,368		2,755	890
May			2,925	9		3,156	4,871		1,096	3,849
June			719	8		1,511	4,471		2,219	6,015
July			250	1		2,650	3,662		1,216	1,123
August			610	6		813	2,227		690	3,972
September			158	5		5,629	6,189		1,542	790
<b>Total</b>	<b>1,831</b>	<b>5</b>	<b>12,000</b>	<b>53</b>	<b>290</b>	<b>48,473</b>	<b>62,551</b>	<b>420</b>	<b>31,165</b>	<b>30,233</b>

**Projected Economic Impact of Business Turned  
Definite**

	FY10	FY09	FY08
October	\$1,561,928	\$0	\$600,975
November	\$62,000	\$70,183	\$203,000
December		\$1,860,006	\$171,000
January		\$358,000	\$716,500
February		\$206,120	\$226,000
March		\$1,067,816	\$1,816,000
April		\$1,187,400	\$536,000
May		\$7,258,532	\$408,250
June*		\$393,148	\$235,532
July		\$204,000	\$948,000
August		\$636,888	\$789,963
September		\$830,853	\$2,061,750
<b>Total</b>	<b>\$1,623,928</b>	<b>\$14,072,946</b>	<b>\$8,712,970</b>

1-Oct-09

\*As of June 1st, the economic impact model from Destination Marketing Assn Int'l's is no longer available; currently using an old formula; sports formula developed specifically for Frisco by UNT; factors taken into consideration are attendance, exhibitors, and the mix of local/regional/state/national attendance

\*Primary lost business reasons include: availability of space/rooms, rates, board decision; location